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LANDRIEU ANNOUNCES NATIONAL ADVISORY BOARD FOR CULTURAL ECONOMY, TOURISM AND HOSPITALITY IN LOUISIANA

“We can build back the New Orleans Region back better through our culture, people, art, music, food, architecture and so much more.”

Baton Rouge, LA - Lieutenant Governor Mitch Landrieu is putting together a national advisory board to guide his administration’s plans to rebuild Louisiana’s tourism and cultural economies.

“We can build the New Orleans region back better, but to do that we must understand that New Orleans lives through the culture, people, art, music, food, architecture and so much more. For us, our culture is our economy,” said Lieutenant Governor Mitch Landrieu, “As Federal, State and Local officials begin the task of rebuilding the infrastructure of people’s lives in this region and the entire state. I want this board to work with my office to make sure that we do so in a way that preserves the cultural significance and advantages that we have shared with the nation for so many years. We are the soul of the nation. If the soul is strong, the nation will be as well.”

Prior to Hurricane Katrina, Lieutenant Governor Landrieu had released a ground-breaking study that showed Louisiana’s Cultural Economies growing faster and creating more jobs than any other sector of the state’s economic clusters. This combined with the almost \$10 billion annual economic impact from tourism and hospitality provides the foundation from which Louisiana will rebuild it’s economy.

Some initial things that Lieutenant Governor Landrieu will ask of his National Advisory Board to assist his administration with:

- Developing long-term strategies for the Department of Culture, Recreation and Tourism to rebuild Louisiana’s tourism and cultural economies.
- Advocating for Congressional relief for state’s tourism and cultural economies.

- more -

- Identifying venture capital and creative investments to facilitate quicker rebuild in cultural and tourism related areas.
- Working with Federal, State and Local officials and private industry leaders to make sure that rebuild efforts are guided by cultural awareness and needs.
- Leveraging national and international organizations and businesses to assist local entrepreneurs maintain or build their businesses.
- Setting goals and timelines for these efforts.

The Lieutenant Governor will convene a session with this advisory board at the appropriate time in Louisiana.

The following individuals have been invited to serve on Lieutenant Governor Landrieu's National Advisory Board for Culture, Recreation and Tourism include:

Co-Chairs: Ed Lewis, Essence Magazine
Wynton Marsalis, Jazz at Lincoln Center

- Steve Armitrage Hilton Hotels
- Stuart Benjamin Producer
- Jed Bernstein Pres., the League of American Theatre and Producers
- Ken Burns Jazz Historian
- Dama Chasle Producer and Finance Expert
- Tony Chauveaux Deputy Chairman, National Endowment for the Arts
- Jim Clinton Southern Policies Growth Board
- Donna DeBerry Diversity Consultant
- Roger Dow President of Travel Industry of America
- Tim Finchem Tour/Commissioner, Professional Golfers Association
- Laurence Fishburne Actor and New Orleans Resident
- Dan Glickman Pres. Of Motion Picture Association of America
- Dereck Gordon Pres/CEO of Jazz at Lincoln Center
- Joel High Lion's Gate Entertainment
- James Honore Sony Productions
- John Hornyak NARAS/ Grammys
- Larry Kasanoff Threshold Productions
- Debra Lee President/CEO, Black Entertainment Television
- Mark Manuel Lion's Gate Entertainment
- Bill Marriott Marriott Hotels
- Pat Mitchell President/CEO, Public Broadcasting Services
- Richard Moe Pres. Of National Trust for Historic Preservation
- Aaron Neville Musician
- Colin Rorrie, Jr. Pres/CEO, Meeting Professionals International

In order to make sure that there is coordination with local and state government, Lieutenant Governor Landrieu will ask the following government entities to nominate one member to serve as representatives on this board:

- New Orleans Mayor's Office
- One member of New Orleans Legislative Delegation
- One member of New Orleans City Council
- Jefferson Parish President's Office
- Jefferson Parish Council
- St. Tammany Parish President's Office
- St. Bernard Parish President's Office
- Plaquemines Parish President's Office
- Port of New Orleans
- New Orleans Aviation Board
- GNO, Inc.

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